

## The Claims

What is claimed is:

*Small*

1. A server for providing privacy to consumers, the server comprising a program for generating a pseudo-identity that can be used to browse, register, purchase, pay for, and take  
5 delivery of goods, the pseudo-identity permitting a seller to access a purchase demand associated with the pseudo-identity, the pseudo-identity permitting a financial institution to see payment information, the pseudo-identity permitting a freight company to deliver the goods.

10 2. The server of claim 1 wherein the pseudo-identity can be used during Internet based browsing.

3. The server of claim 1 wherein the seller cannot identify the user associated with the pseudo-identity.

4. The server of claim 1 wherein the financial institute cannot identify the goods.

15 5. The server of claim 1 wherein the freight company cannot identify the goods.

09100671-061998